

The listing of the claims will replace all prior versions, and listings of claims in the application.

In the Claims

1. (Currently amended) A system for determining which advertisements direct which web clicks comprising[;]:

a database comprising information about a user's media buys;

a second database comprising a user's IP addresses;

said system comparing information from said first database with information from said second database to determine which of said advertisements generated said web clicks.

2. (Currently amended) The system of claim 1 further comprising[;]:

a report which shows which of said advertisements generated said web clicks.

3. (Currently amended) The system of claim 1 wherein said information about a user's media buys comprises[;]:

date and time of advertising; type of advertising; location of advertisement and an expiration date for said advertisement.

4. (Original) The system of claim 3 wherein said information about a user's media buys further comprises the demographics of said advertisement.

5. (Original) The system of claim 3 wherein said information about a user's media buys further comprises the cost of said advertisement.

6. (Currently amended) The system of claim 1 further comprising[;]:
a report which shows which of said web clicks do not correspond to an
advertisement.
7. (Currently amended) A method for determining which advertisements direct
which web clicks comprising[;]:
inputting information about a user's media buys into a database;
inputting information about a user's IP addresses into a second database;
comparing information from said first database with information said second
database;
determining which of said advertisements generated said web clicks.
8. (Original) The method of claim 7 further comprising;
generating a report which shows which of said advertisements generated said
web clicks.